

COMPREHENSIVE SYSTEM AND METHOD FOR FACILITATING COMMUNICATION BETWEEN A SUPPLIER AND A RETAILER

ABSTRACT OF THE DISCLOSURE

A comprehensive system and method is provided for facilitating enhanced communication between a supplier and a retailer in an online environment including the step of receiving, from a client computer associated with a supplier, a request to view a home page associated with a retailer. The home page is displayed to the client computer, wherein the home page includes thereon at least the following options: a products option, an issues option, a performance option, and a marketing option. A request is received from the client computer, to select a selected one of the products option, issues option, performance option, and marketing option. Content associated with the selected one of the products option, issues option, performance option, and marketing option is retrieved from at least one server associated with the retailer. The retrieved content is displayed on the client computer.